

# FUNraiser checklist

## To start

- Select a date 3-4 weeks in advance to ensure proper communication of the event to all participants.
- Set a goal of how much money you want to raise: \$\_\_\_\_\_.
- Print materials announcing the event which can be downloaded from this website.
- Whenever possible select a group of people to promote your fundraiser.
- Complete a W-9 form to ensure your proceeds are processed in a timely fashion.

## Spread the word

- To get the word out on your fundraising event, have the event listed in the local newspaper, town & community social media pages, calendars, church bulletins and school calendars. Send them details on event, time and place.

## In general

- Distribute your Friendly's FUNraiser materials at least 7-10 days prior to fundraiser date. Deliver to anyone who might attend. Provide extras for people to give to friends and family.
- Post materials in all appropriate areas within your organization.
- Include information about the fundraiser in your newsletter (if available).
- Consider incentives, your organization could give a prize to the person who sends the most people to your Friendly's FUNraiser event.
- Make sure you or a representative is present during the entire event, as well as to greet and acknowledge your participants.

## Follow-up

- Get a little post-event publicity by sending a post-event press release to local media to recap the event and publish the success.

**Friendly's**

